

In the Specification:

Please replace the paragraph contained on page 2, lines 33-38 with the following amended paragraph:

This invention is related to the following co-filed, co-pending U.S. patent application, Lee et al, U.S. Patent No. _____, entitled "Method And Apparatus For Creation And Syndication Of A Secure Link," U.S. Application Serial No. 09/____ 09/767,291, attorney docket no. 25118.00200 355118.00200, filed, 18 January, 2001.

Please replace the paragraph contained on page 8, lines 20-24 through page 9, lines 1-6 with the following amended paragraph:

The present invention is best practiced in a system that allows only authorized users access to the content to be streamed (preferably rich media content, however, any type of content may be provided). The present invention includes a simplified and user friendly process for creating and installing links to rich media content for use by web e-tailers and other web sites that provide media content to members, customers, etc. The links are secured so that the media cannot be procured by unauthorized web sites such as gray marketers (e.g., see Lee et al, al., U.S. Patent Application No. _____, 09/767,291, entitled "Method And Apparatus For Creation And Syndication Of A Secure Link). Link).

Please replace the paragraph contained on page 13, lines 3-20 with the following amended paragraph:

Referring now to the drawings, wherein like reference numerals designate identical or corresponding parts, and more particularly to Fig. 1 thereof, there is illustrated a block diagram illustrating equipment, processes

and data flow for creating a master movie and movie player on the fly. In a preferred embodiment, a provider web server 100 provides syndicated links to streaming (or other) content. The syndicated links are placed on a user web pages 155 accessible to users of the internet 110 or other network (LAN, WAN, etc.) via a user web site 150. The syndicated links may include encrypted portions and provided (e.g. via encryption 140) as described in the above cross referenced patent, Lee et al, U.S. Patent Application No. 09/767,291, entitled "Method And Apparatus For Creation And Syndication Of A Secure Link," which has been incorporated herein by reference in its entirety. However, the present invention may be practiced using any type of link to content that benefits from knowledge of connection speeds at the end user site and/or utilizes a player that is downloaded to the end user for viewing content.

Please replace the paragraph contained on page 15, lines 3-18 with the following amended paragraph:

The present invention also builds the movie player "on the fly". In one embodiment, the application server 120 builds several versions of the movie player for each of a set of popular connection speeds, and, after receiving a request from the master movie, downloads the appropriate player to a content viewer. The application server has resources available, including, for example, GUIs and applications 122 to build movie players and master movies, and database server 124 and corresponding database storage 126. Building the several versions of the players before the master movie request for a player matching the content viewer's connection speed allows for the player to be downloaded immediately upon the request from the master movie. However, the movie player could be built at other times, including after receiving the connection speed from the end user's machine and then downloading the player to the end user. Waiting till after the

connection speed is known has the advantage of using less processing time to build the player, since only one player need be built, but would incur a time lag because the player needs to be built.

Please replace the paragraph contained on page 17, lines 8-15 with the following amended paragraph:

At step 250, for each connection speed supported, a corresponding player is created. At step 260, for every connection speed, the master movie is created with a URL in the master movie pointing to the player supporting the corresponding connection speed. For example, if a movie player for content "Fuji Camera" is stored on the web server 100 at location /suppliers/Fuji/, then the URL in the master movie would be <http://www.provider.com/suppliers/Fuji/Fuji Camera.mov> (.mov = Apple™ Quicktime™ movie player format, for example.

Please replace the paragraph contained on page 24, lines 3-24 through page 25, lines 1-8 with the following amended paragraph:

Fig. 5A is an example template, or skin 500 with assignable track locations within an area 515. The skin 500 is an example of a template or skin that may be built under step 430 of Fig. 4. However, typically, some information from the supplier, such as supplier's logo, etc. will have been filled out by step 430. In this example, a screen area track location 510 is provided for a content track, track location 520 provides an assignable control area, also referred to as a chrome button track location (a chrome button track typically having been assigned thereto by a supplier in step 410, or by predetermined options and parameter selection), and a zoom control track location 525 for applying a zoom control or other track. Track location 530 provides an area for assignable links, such as features or

accessories of the subject of the content to be displayed in display area 510 (the assignable links area is also typically assigned a track by the supplier). And, logo area 540 provides a track for inserting an e-tailer's logo. The logo track may be a single track for simplicity (as shown in Fig. 5A), or, alternatively, may be broken into several track areas for additional logos (logos for the provider, the supplier, and the e-tailer, for example). The number of logos provided on the template can be determined by arrangement between any of the supplier, e-tailer, and provider, however, as a general business principle, it is the supplier that will have decision making power to determine what logos may be presented on the final player, and therefore determine which of the logo tracks (or sub tracks) are assignable. But generally, at least the e-tailer (e.g., track location 540) and supplier's logos (e.g., track location 545) are provided track locations. Such assignable track locations may also include a track location for a buy button track.

Please replace the paragraph contained on page 30, lines 2-12 with the following amended paragraph:

At step 760, steps~~Steps~~ 740 and 750 (saving each player created) are repeated for each of a set of predetermined connection speeds, producing a set of players which are saved and ready for downloading to end users (content viewers) that initiate the players via the corresponding syndicated (or other) link (step 340 of Fig. 3, for example). Preferably, the players built at different connection speeds will have a different size main video track to accommodate the different connection speeds (bandwidths associated with the different connection speeds). For example, a 56k connection would have a small main video track and a T3 connection would command larger main video track.